



TN : HAIER Sales Performance 02/04/2026 9:08 AM

MTD Sales
459.84 L

Brand Share %
15.63 %

Information:

MTD : 01-04-2026 To 01-04-2026

* Branch where in Brand Share % is less than Overall State's Brand Share **15.63 %** are only listed below

Property	MTD Sales L	Brand Share %
Air-Cond	304.70	15.03 %
LED TV	67.98	16.94 %
Wash-Mac	42.19	16.81 %
Fridge	37.84	15.80 %
D-Freez	4.86	83.25 %
W.Heater	0.84	16.12 %
W-Disp	0.83	73.12 %
Oven	0.47	9.46 %
Chimney	0.13	2.21 %
Total	459.84	15.63 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	81.43	16.70 %
SOUTH-03	58.20	12.75 %
WEST-02	55.89	18.17 %
CHENNAI-02	50.79	17.43 %
TRICHY-01	49.81	12.35 %
WEST-01	46.08	15.15 %
CHENNAI-01	44.40	14.24 %
SOUTH ARCOT	37.19	18.85 %
NORTH ARCOT	36.05	19.68 %
Total	459.84	15.63 %

SOUTH-01

Property	MTD Sales L	Brand Share %
Air-Cond	57.68	16.22 %
LED TV	12.78	20.39 %
Wash-Mac	6.50	19.05 %
Fridge	3.73	11.66 %
D-Freez	0.58	100.00 %
W.Heater	0.11	15.14 %
Oven	0.06	6.34 %
Total	81.43	16.70 %

Branch *	MTD Sales L	Brand Share %
TUT1	3.63	6.93 %
VNR2	2.01	12.12 %
VLY1	1.82	11.95 %
RND1	1.80	15.52 %
PKD1	1.50	13.71 %
TYI1	1.42	15.26 %
MMT1	1.20	9.44 %
ASM1	1.08	11.82 %
UDN1	0.95	12.94 %
TKY1	0.80	12.98 %
VNR1	0.75	10.73 %
APK1	0.66	15.36 %
STU2	0.53	5.67 %
APK2	0.26	6.17 %
VKM1	0.19	3.65 %
S2SD		0.00 %
WHTV		0.00 %
Total	81.43	16.70 %

SOUTH-03

Property	MTD Sales L	Brand Share %
Air-Cond	37.74	11.56 %
Wash-Mac	7.96	20.76 %
LED TV	7.05	13.19 %
Fridge	4.53	13.09 %
D-Freez	0.78	55.50 %
Oven	0.09	10.15 %
W.Heater	0.05	11.06 %
Total	58.20	12.75 %

Branch *	MTD Sales L	Brand Share %
MDU1	4.30	6.58 %
DGL1	2.63	13.07 %
MDU6	2.60	9.73 %
MDU2	2.06	9.13 %
TPT1	1.42	13.52 %
MDU4	1.29	14.30 %
SVG1	1.22	13.35 %
USL1	1.10	8.92 %
DGL2	0.84	5.99 %
DKI1	0.82	9.11 %
SGP1	0.74	12.07 %
MPA1	0.71	2.07 %
TDI1	0.71	15.61 %
PKM1	0.53	11.88 %
TMM1	0.48	6.94 %
PNI1	0.45	7.60 %
TEN1	0.42	4.97 %
MDU7	0.35	2.09 %
NTM1	0.26	7.29 %
BNR1	0.24	7.49 %
ODM1	0.11	3.02 %
MNM1		0.00 %
SZSD		0.00 %
TEN2		0.00 %
WHMD		0.00 %
Total	58.20	12.75 %

WEST-02

Property	MTD Sales L	Brand Share %
Air-Cond	36.31	19.04 %
LED TV	9.38	19.22 %
Wash-Mac	5.74	15.90 %
Fridge	4.04	13.21 %
D-Freez	0.22	100.00 %
W.Heater	0.15	32.31 %
Oven	0.06	23.73 %
Total	55.89	18.17 %

Branch *	MTD Sales L	Brand Share %
ERD1	4.61	11.70 %
SLM1	2.24	7.73 %
KRI1	1.62	15.09 %
NKL2	1.53	8.61 %
MCR1	1.01	9.32 %
EDP1	0.70	15.38 %
HSR1	0.63	9.52 %
TRM1	0.53	9.41 %
SGG1	0.33	12.83 %
DPR1	0.31	9.28 %
KAM1	0.27	7.82 %
HRR1	0.26	12.52 %
APN1		0.00 %
OML1		0.00 %
Total	55.89	18.17 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
Air-Cond	36.25	17.65 %
LED TV	6.41	16.48 %
Fridge	4.60	19.90 %
Wash-Mac	2.73	12.17 %
W-Disp	0.34	100.00 %
W.Heater	0.20	30.23 %
D-Freez	0.17	100.00 %
Oven	0.09	33.02 %
Total	50.79	17.43 %

Branch *	MTD Sales L	Brand Share %
CH15	2.49	11.51 %
CH21	2.39	13.41 %
CH06	2.27	12.39 %
CH03	2.18	8.58 %
CH50	1.91	12.46 %
CH12	1.70	9.65 %
CH43	1.70	15.27 %
CH33	1.60	14.32 %
UKI1	0.90	12.91 %
CH36	0.86	14.42 %
CH34	0.81	7.40 %
CH51	0.80	8.20 %
MJR1	0.55	5.59 %
CH44	0.45	7.48 %
CH46	0.35	5.98 %
CH27	0.23	4.56 %
CH01		0.00 %
CH32		0.00 %
MC06		0.00 %
Total	50.79	17.43 %

TRICHY-01

Property	MTD Sales L	Brand Share %
Air-Cond	33.39	12.25 %
LED TV	7.05	12.07 %
Wash-Mac	4.15	11.43 %
Fridge	3.82	11.83 %
D-Freez	1.33	90.49 %
W-Disp	0.08	100.00 %
Total	49.81	12.35 %

Branch *	MTD Sales L	Brand Share %
TRY1	5.76	8.63 %
PBR2	4.01	15.44 %
TNJ2	2.72	13.96 %
TVR2	2.65	11.26 %
AYR1	1.42	14.34 %
KUM1	1.42	7.78 %
TRY4	1.25	11.59 %
TTP1	1.05	10.77 %
TNJ1	1.00	6.30 %
NCK1	0.95	13.83 %
TYR1	0.76	4.97 %
PBR1	0.75	8.93 %
TRY2	0.75	7.79 %
TRY3	0.64	5.07 %
KRN1	0.60	8.91 %
MSI1	0.37	3.54 %
NMM1	0.32	4.65 %
PTK1		0.00 %
Total	49.81	12.35 %

WEST-01

Property	MTD Sales L	Brand Share %
Air-Cond	32.92	14.78 %
LED TV	6.10	17.32 %
Fridge	4.19	18.26 %
Wash-Mac	2.26	10.68 %
D-Freez	0.36	62.49 %
W.Heater	0.18	25.41 %
W-Disp	0.07	100.00 %
Total	46.08	15.15 %

Branch *	MTD Sales L	Brand Share %
CBE2	5.48	9.31 %
TPR1	2.12	14.87 %
MPM1	1.40	12.98 %
TPR2	1.13	5.30 %
KMD1	0.88	9.47 %
UAM1	0.74	10.38 %
UMP1	0.70	13.85 %
PPI1	0.52	12.07 %
KMR1	0.49	2.86 %
AVI1	0.40	4.54 %
ANR1	0.26	5.32 %
GBM1	0.26	4.67 %
KGM1	0.10	2.40 %
CNR1		0.00 %
SUL1		0.00 %
SYM2		0.00 %
WHCB		0.00 %
Total	46.08	15.15 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
Air-Cond	27.77	13.21 %
LED TV	7.16	16.29 %
Wash-Mac	4.91	18.04 %
Fridge	4.00	15.04 %
W-Disp	0.27	54.20 %
D-Freez	0.25	100.00 %
W.Heater	0.03	2.70 %
Total	44.40	14.24 %

Branch *	MTD Sales L	Brand Share %
CH45	2.19	13.18 %
CH08	1.86	9.65 %
CH07	1.68	10.63 %
CH14	1.47	7.88 %
CH05	1.19	5.24 %
CH16	1.18	8.17 %
CH19	1.12	7.12 %
SKL1	0.86	9.30 %
CH48	0.81	8.72 %
CH22	0.71	6.54 %
CH49	0.69	5.92 %
CH37	0.64	9.27 %
CH26	0.60	15.50 %
CH47	0.42	6.92 %
CGL1		0.00 %
CH29		0.00 %
CH40		0.00 %
KNR1		0.00 %
MC09		0.00 %
WCHN	-0.53	10.15 %
Total	44.40	14.24 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	18.92	15.52 %
LED TV	7.59	20.62 %
Wash-Mac	6.17	36.63 %
Fridge	4.14	20.00 %
D-Freez	0.34	100.00 %
W.Heater	0.03	8.21 %
Total	37.19	18.85 %

Branch *	MTD Sales L	Brand Share %
POY1	2.46	14.50 %
CUD1	1.83	11.62 %
SJI2	1.63	14.49 %
CDM1	1.55	11.33 %
KLM1	1.28	10.78 %
TRK1	0.62	6.09 %
TVM1	0.22	4.79 %
Total	37.19	18.85 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
Air-Cond	23.72	19.38 %
Fridge	4.80	28.78 %
LED TV	4.48	19.28 %
Wash-Mac	1.76	9.54 %
D-Freez	0.83	100.00 %
Oven	0.17	60.98 %
Chimney	0.13	16.57 %
W.Heater	0.08	22.57 %
W-Disp	0.07	47.79 %
Total	36.05	19.68 %

Branch *	MTD Sales L	Brand Share %
TRR1	1.99	14.13 %
SBR1	1.49	11.83 %
TRT1	1.38	14.13 %
VEL2	1.17	9.56 %
VEL1	1.17	11.52 %
GDM1	0.96	13.01 %
ARC2	0.88	14.57 %
CPT1	0.26	7.13 %
CYR1	0.26	6.26 %
PTU1		0.00 %
SLG1		0.00 %
WHVL		0.00 %
Total	36.05	19.68 %